

CITY OF McMinnville
MINUTES OF DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE
Held at Kent Taylor Civic Hall and online via Zoom,
McMinnville, Oregon

Thursday, April 14, 2022 at 4:30 p.m.

Presiding: Committee Chair Christine Bader

Recording Secretary: Kylie Bayer, Human Resources Manager

Committee Members: Present	Excused Absence
Karina Alcantara	Zack Geary
Efrain Arredondo	Tony Lai
Christine Bader	
David Cano	
Tiffany Henness	
Myrna Khoury	
Larry Miller	
Sarah Schwartz	
Abby Thomas	

Also in attendance were Noelle Amaya,
Communications & Engagement Manager; Susan
Muir, Parks & Recreation Director; and Jeff Towery,
City Manager

- 1) CALL TO ORDER: Committee Chair Christine Bader called the meeting to order at 4:30 p.m. and welcomed all in attendance.
- 2) APPROVAL OF MINUTES: Larry Miller MOVED to approve the March 10, 2022, minutes. Tiffany Henness SECONDED. Motion PASSED unanimously. Christine directed Kylie to compile a report documenting the recruitment process that resulted in Karina, David, and Myrna's appointment to the committee.
- 3) PUBLIC COMMENT: There were no public comments.
- 4) DEPARTMENT HEAD INTRODUCTION: Noelle and Jeff presented information about the City's communication and engagement strategy and opportunities for the committee to support a project with the City of McMinnville, the International City/County Management Association, and Linfield University.

Communications and Engagement:

- a) Program Basics: Strategy is informed by the International Association for Public Participation (IAP2.) The Public Engagement Charter (draft) is designed to inform public engagement for a variety of projects as well as general access to information. Noelle trains staff, advises on content/design, and assists in developing outreach strategies. She also acts

- as a partner with contractors on projects where public engagement is involved.
- b) Public Engagement: Noelle shared what public engagement can look like: tools, plans, relationships.
 - c) Engagement work should include: thoughtful messaging, identifying those most impacted, multiple tools, and ample time for connections.
 - d) Activities include: clear and plain language, removal of barriers to participation including easy to understand materials, holding meetings in various neighborhood locations, posting recorded content and documents on the City's website in a timely manner, providing a friendly atmosphere for participants (childcare, transportation, etc.)
 - e) DEIAC can help identify leaders in the community, provide feedback on engagement strategies, provide feedback on the engagement charter.

Susan Muir shared an example of public engagement that directly impacted a park development project at Jay Pearson Park.

Christine recommended the engagement charter include language about "historically marginalized or underrepresented populations."

Larry asked about contracting and public engagement. Jeff explained the City's desire to select businesses/firms with Minority Business Enterprise (MBE) certifications. Kylie shared information about an approach at the Tualatin Hills Park & Recreation District where businesses were invited to attend an MBE certification workshop. Jeff shared information from the City of Springfield where business owners could learn about the City's Request for Proposal (RFP) process that resulted in an increase of MBE businesses submitting bids for projects.

Noelle asked the DEIAC to provide feedback on the draft engagement charter. Christine directed the DEIAC to review the document and offered to collect and compile comments for Noelle.

Jeff shared information about a partnership opportunity for the City of McMinnville, the International City/County Management Association (ICMA,) and Linfield University to identify tools and processes that medium-sized cities could use to identify/eliminate barriers to service. This project would include a summit with cities to identify and refine tools and to present findings to ICMA. The DEIAC is asked to propose ideas to tackle this project. Christine suggested a subcommittee could help with this.

Susan Muir shared an update on the Parks, Recreation, and Open Space (PROS) Master Plan. The last master plan update was in 1999 and the world of parks and recreation has changed significantly since then. She stated the City is aiming for a financially feasible, modern plan that is grounded in equity. MIG (who also completed the 1999 master plan) was selected as the consultant for the project; specifically, MIG was selected based on the high level of public involvement in their proposal. Susan proposed the DEIAC become involved with the project as a project advisory committee and referred to the memo she shared with the committee. The DEIAC is excited to support the project as a project advisory committee and will review and provide feedback on both the public engagement process for the PROS Plan Update and the actual PROS Plan. Susan will update the meeting schedule and will provide more information at a forthcoming meeting.

5) SUBCOMMITTEE UPDATES:

- a) Equity Lens: Efrain presented his research on equity lenses and describe the purpose of an

equity lens, the focus an equity lens provides on underrepresented populations, and that successful equity lenses require regular practice. He provided examples from multiple equity lenses from various organizations and cited the City of Ottawa as having a particularly well-developed equity lens. He described equity lenses as having a belief/purpose/objective statement, definitions of terms (access, equity, inclusion, etc.), stakeholders, and questions/inquiry to guide decision-making. For the DEIAC's equity lens, the committee needs to determine 1) who is the lens for? 2) how will it be accessed? 3) what would the committee like it to look like?

- i) Karina indicated interest in working on this project with Efrain.
 - ii) Tiffany suggested the City could partner with Linfield to establish snapshots similar to the examples Efrain shared from the City of Ottawa.
 - b) New Member Participation: this item was canceled.
 - c) Other updates from subcommittees: this item was canceled.
- 6) COMMITTEE LEADERSHIP:
- a) Tiffany informed the committee of her resignation from the DEIAC. She is moving out of the McMinnville area.
 - b) Christine discussed research about breaking down hierarchical models of research and shared that co-chairs may be a beneficial model for this committee. Efrain shared concerns about unforeseen issues such as a powerful team of co-chairs but ultimately believes the co-chair model would be successful with this committee. The committee broke off into pairs to discuss their thoughts on DEIAC leadership structure and what it would take for a committee member to step up to a co-chair role during their term. Committee members requested a document outlining the responsibilities for co-chairs.
 - i) Efrain Arredondo MOVED to recommend to the City Council to change the leadership model from a chair/vice chair to a co-chair model. Larry Miller SECONDED. Motion PASSED unanimously.
 - ii) In the next regular meeting, the committee will elect their co-chairs (if the ordinance passes.) Kylie will draft the ordinance and share with the committee.
- 7) OTHER BUSINESS: The committee thanked Larry for his participation in the Municipal Court Judge interviews.
- 8) ADJOURNMENT: Meeting adjourned at 6:25 pm.

s/s Kylie Bayer
Kylie Bayer, Human Resources Manager
Recorder